

## DEPARTMENT OF COSTUME DESIGN AND FASHION

### PREAMBLE

**UG: Programme Profile and the Syllabi of Courses offered in the I and II Semester along with Evaluation Components III & IV (With Effect From 2022- 2025 Batch Onwards)**

### PROGRAMME PROFILE B.Sc., Costume Design and Fashion

#### PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO No. Upon Completion of the Programme, the Students will be able to**

- PSO-1** Recall the basic of textile and relate its functional aspects with fashion.
- PSO-2** Recognize the global scenario and ability to learning as a fashion garment designer.
- PSO-3** Recognize the global scenario and ability to learning as a fashion garment designer.
- PSO-4** Apply knowledge on eco dye coloring and zero discharge measure for future sustainability.
- PSO-5** Demonstrate technical textiles to offer solution for various garment design.
- PSO-6** Develop skills in Textile and Fashion Designing through experimental learning as per Current and Future trends.
- PSO-7** To enhance the skill and attitude as a team player in apparel industry environment

Semester	Part	Category	Course code	Course Title	Previous Course Code	Contact Hrs/ week	Credit Min/Max
I	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL107/ UTAL108/ UHIL102/ UFRL102	Basic Tamil-I/ Advanced Tamil-I/ Hindi-I / French-I	UTAL105/ UTAL106/ UHIL101/ UFRL101	5	3/4
	II	Communicative English / AECC – I	UCEL101/ UCEL102	Communicative English I/ Effective Communicative English I	-	5	3/4
	III	Major Core -I \ DSC-I	UCDM101	Fundamentals of Fashion Design	-	4	3
		Allied - I \ GE - I	UCDA101	Indian Costumes and Textiles	-	6	4
		Major Core Practical -I	UCDR101	Fashion Illustration Practical	-	4	3
		Major Core Practical-II	UCDR102	Basics of apparel Construction Practical	-	4	3
		PE	UPEM101	Professional English I	-	6	4
	IV	Value Education (VE)				2	1
<b>TOTAL</b>						<b>36</b>	<b>24/26</b>

II	I	Languages / AECC – II Tamil/ Hindi/ French	UTAL207/ UTAL208/ UHIL202/ UFRL202	Basic Tamil II/ Advanced Tamil-II/ Hindi-II / French-II	UTAL205/ UTAL206/ UHIL201/ UFRL201	5	3/4
	II	Communicative English / AECC – I	UCEL201/ UCEL202	Communicative English II / Effective Communicative English II	-	5	3/4
	III	Major Core –II\ DSC- II	UCDM201	Fibre and yarn Manufacturing	-	2	1
		Major Core –III \ DSC- III	UCDM202	Pattern Making	-	2	1
		Major Core Practical -III	UCDR201	Advance Fashion Illustration	-	3	3
		Major Core Practical -IV	UCDR202	Kids Apparel		3	2
		Allied - II \ GE - II	UCDA201	Apparel Marketing	-	4	3
		Allied Practical -I	UCDR203	Surface Embellishment		3	3
		PE	UPEM201	Professional English II	-	6	4
	IV	Non Major Elective				3	2
V	Extension Programme/ Physical Education				-	1/2	
TOTAL						36	26/29
III	III	Major Core – IV / DSC - IV	UCDM301	Fabric Manufacturing	-	6	5
		Major core Practical-V	UCDR301	Fabric Structure and Design	-	7	6
		Major core Practical-VI	UCDR302	Computer Aided Designing	-	6	5
		Allied Paper-III	UCDA301	Visual Merchandising	-	6	5
	IV	Online Course NPTEL			-	3	2
		Value Education (VE)				2	1
TOTAL						30	24
IV	III	Major Core Paper-V	UCDM401	Fashion clothing and Psychology	-	6	5
	III	Major core Practical- VII	UCDR401	Women’s Apparel		6	5
	II	Allied Paper-IV	UCDA401	Entrepreneurial Management	-	6	5
	III	Allied – Practical-II	UCDR402	Ornamentation	-	7	6
	IV	Soft Skill			-	2	1
	IV	Non Major Elective			-	3	2
	V	Extension programme/ Physical Education			-	-	-/2
TOTAL						30	24/26
V	III	Major Core Paper-VI	UCDM501	Textile Web Processing	-	5	4
	III	Major Core Practical - VIII	UCDR501	Textile Web Processing	-	6	4
	III	Major Core Practical - IX	UCDR502	Men’s Apparel	-	6	4
	III	Major Core Practical -X	UCDR503	Apparel Draping	-	6	4
	III	Major Elective	UCDO501	Boutique Management		5	4
			UCDO502	Home Textiles			
	III	Major Core XI	UCDP501	Project Work	-	5	5
	IV	Value Education (VE)				2	1
TOTAL						30	26

VI	III	Major Core -VIII	UCDM601	Textile Testing and Quality Control	-	4	3
		Major Core-IX	UCDM602	Textile Finishing & Fabric Care	-	4	3
		Major Core Practical - XI	UCDR601	Textile Testing and Quality Control Practical	-	6	5
		Major Core Practical - XII	UCDR602	Fashion Photography and Videography	-	5	4
		Major Core Practical - XII	UCDR603	Computer Aided Design - II	-	4	3
		Major Elective	UCDO601	Fashion Portfolio Practical		5	4
			UCDO602	Home Textile Practical			
		Comprehensive Viva	UCDM601		-	-	1
	IV	Soft Skill			-	2	1
	V	Extension programme/ Physical Education				-	-/2
<b>TOTAL</b>						<b>30</b>	<b>24/26</b>
<b>GRAND TOTAL</b>						<b>192</b>	<b>148/157</b>

### NON-MAJOR ELECTIVE

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hrs/week	Credit Min/Max
II	IV	Non Major Elective	UCDE201	Embroidery	-	3	2
IV	IV	Non Major Elective	UCDE401	Accessories Making	-	3	2
IV	IV	Non Major Elective	UCDE402	General Painting Techniques	-	3	2

## FUNDAMENTALS OF FASHION DESIGN

UCDM101

Semester : I

Category : Major Core

Class & Major: I B.Sc Costume Design and Fashion

Course Objectives

Credit : 3

Hours/Week : 4

Total Hours : 52

CO No.	To enable the students
CO 1	Understand the several dimensions of fashion.
CO 2	Identify the roles and responsibilities of the fashion designer
CO 3	Learn the Design principles and understand their application in Fashion Design.
CO 4	Broaden the cultural repertoire and develop creative skills.
CO 5	Develop abilities for information gathering.

### UNIT-I: INTRODUCTION OF FASHION DESIGN

11 hrs

Design - Definition, Types- Structural and Decorative Design, Requirement, Application in dress design. Introduction to fashion design- Fashion and Style, Design Process, Collection range-Haute couture, Avant garde, Pret- a-Porter.

### UNIT-II: ELEMENTS AND PRINCIPLES OF DESIGN

10 hrs

Elements of design - Line, Shape or Forms, Color, Size, and Texture. Principle of Design- Balance, Rhythm, Proportion, Harmony and Emphasis. Application of elements and principles in garment.

### UNIT-III: COLOR THEORY

10 hrs

Colors – Importance of color. Dimensions of Color– Hue, Value, Intensity. Warm and Cool Color Theories-Prang Color System, Munsell Color System. Color Harmony- Related, Contrasting, Neutral.

### UNIT- IV: FIGURE IRREGULARITIES

11 hrs

Garment Designing for Irregular figure types – Tall and Thin Figure, Tall and Stout Figure, Short and Stout Figure, Short and Thin Figure, Shoulder - Narrow , Round, Broad. Face – Round, Oval, Square, Diamond.

### UNIT-V: FASHION CENTERS AND DESIGNERS

10 hrs

World fashion Centers- France, USA, Italy, Germany, New York and Far East countries. Indian- culture and traditional costume, state fashion. Understanding fashion designers- classicists, idealist, influenced, realist, and thinking poet. Indian Designers-Ritu Beri, Rohit Khosla, Ritu Kumar, Rohit Bal.

### Text Books

- Khurana and Sethi. (2007). *Introduction to Fashion Technology*. Fire Well Publication. New Delhi.

- Gupta et al. (2005). *Text Book of Clothing and Textiles and Laundry*. Kalyani Publishers. New Delhi.
- Pundir. N. (2007). *Fashion Technology Today and Tomorrow*. Mittal Publication. New Delhi.
- Narang. *Hand Book of Fashion Technology*. Asia Pacific Business Press Inc. New Delhi.

#### Reference Books

- BetsyHosegood. (2006). *The Complete Book of Sewing*. Dorling Kindersley Limited. London.
- Frings. (2008). *Fashion from Concept to Consumer*. (7<sup>th</sup> ed.,). Dorling Kindersley Publishing Inc. India.
- Susheela Dantyagi, (2006). *Fundamental of Textiles and Their Care*. (5<sup>th</sup>ed.,) Orient Longman Limited. New Delhi.
- Dickerson Gitty .G. (2004). *Inside the Fashion Business*. Pearson Education. India.

#### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Knowledge to perform visual research for application of elements in context of fashion.	K1
CO 2	Classify the fashion trends.	K2
CO 3	Create compositions using various color schemes.	K3
CO 4	Explain to plan wardrobe design dress for different occasions and events.	K4
CO 5	Accredit with skills of drawing and usage of various art mediums.	K5
CO 6	Develop a good design through application of elements of design.	K6

## INDIAN COSTUMES AND TEXTILES

### UCDA101

**Semester : I**

**Credit : 4**

**Category : Allied - I**

**Hours/Week : 6**

**Class &Major : I B.Sc Costume Design and Fashion**

**Total Hours : 78**

#### Course Objectives

CO No.	To enable the students
CO 1	Record the evolution costume in Indus valley civilizations and Vedic period.
CO 2	Recognize the Indian historical costumes with reference to fabrics, motifs and accessories.
CO 3	Differentiate the ancient costumes of Kushan, Gupta and Mughal Period.
CO 4	Comply knowledge about regional costumes of Indian states
CO 5	Interpret special features of traditional textiles with reference to various periods.

**UNIT-I: INTRODUCTION TO INDIAN COSTUMES****16 Hrs**

Indian costume – Introduction, Origin Of Costumes, Beginning of Costumes – Indo Aryans - Vedic Ages, Mauryan and Sunga period, Satavahana period, Kushan period , Mughal period.

**UNIT- II: TRADITIONAL COSTUMES OF INDIA****16 Hrs**

Introduction to traditional Indian costumes - North Zone Costumes - Costumes of Punjab, Himachal Pradesh, Uttar Pradesh , Rajasthan, Jammu and Kashmir. East Zone Costumes - Assam, West Bengal, Bihar. West Zone Costumes – Madhya Pradesh, Gujarat, Maharashtra. South Zone Costumes- Kerala, Karnataka. TamilNadu . Contemporary knowledge using traditional design.

**UNIT-III: EMBROIDERIES OF INDIA****16 Hrs**

Kasida of Kashmir, Kanthas of Bengal, Chambarummal of Himachal Pradesh, Chickenkari of Uttar Pradesh , odisha Pulkhari of Punjab, Kasuthi of Karnataka, Kutch or Sindhi of Gujarat, Shamilami of Manipuri Embroidery, Toda embroidery of Tamil Nadu.

**UNIT-IV: TRADITIONAL WOVEN TEXTILES****15 Hrs**

Introduction to woven textiles of India – Uttar Pradesh- Banaras, Tanchoi, Gujarat- Patola, Bengal- Baluchari and Jamdani , Maharashtra- Paithani Pithambar, Mathya Preadesh- Chanderi and Maheswari Saree, Tamilnadu- Kanchipuram, Chinnalapatti, Madurai Sungudi, Andhrapradesh- Pochampali. Kashmir-Shawl.

**UNIT-V: TRADITIONAL PRINTED AND DYED TEXTILES****15 Hrs**

Printed textiles – Kalamkari, Block printing, Roghanprinting . Painted textiles - Mata-mi-Pachedi, Pabuji-ka-Pad. Dyed textiles – Ikat, Patola, Bandhani, Laharia, Mashru .

**Text Books**

- Dr.Parul Bhatnagar (2004). *Traditional Indian costumes and Textiles*. (1<sup>st</sup> ed.,) Abhishak Publications. Chandigarh, India.
- Manmeet Sodhia. (2007). *History of Fashion*, Kalyani Publishers. New Delhi.
- Manmeet Sodhia. (2009). *History of Fashion*, Kalyani Publishers. New Delhi.

**References Books**

- Govind Sadashiv Ghurye. (1966). *Indian Costume*. Popular Prakashan Publication.
- Ritu Kumar. (2006). *Costumes and Textiles of Royal India Antique Collectors*. Club.
- Arabinda Biswas. (1985). *Indian Costumes*. Ministry of Information and Broadcasting Publication Division.
- Zamila Brij Bhushan. (1990). *Indian Embroidery*. Ministry of Information and Broadcasting Publications Division. Government of India.

## Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Know the woven and dyed textile.	K1
CO 2	Understand the traditional embroidery of India.	K2
CO 3	Learn the traditional costumes and Embroidery in India	K3
CO 4	Identify a specific embroidery style of India on the basis of colours, motifs, layouts.	K4
CO 5	Identify the influencing factors for development and evolution of a specific embroidered textile.	K5
CO 6	Gain knowledge about traditional prints and dyes	K6

## FASHION ILLUSTRATION PRACTICAL UCDR101

<b>Semester</b>	<b>: I</b>	<b>Credit</b>	<b>: 3</b>
<b>Category</b>	<b>: Major Core Practical -I</b>	<b>Hours/Week</b>	<b>: 4</b>
<b>Class &amp;Major</b>	<b>: I B.Sc Costume Design and Fashion</b>	<b>Total Hours</b>	<b>: 52</b>

## Course Objectives

CO No.	To enable the students
CO 1	Understand Figure Form And Skill To Draw Fashion Figures And Drape Garments.
CO 2	Appreciate The Unique Considerations And Focuses Of Fashion Illustration
CO 3	Sketch The Human Body In Proportions Relevant To Fashion Illustration
CO 4	Conduct Quick Sketches Of Clothing Items On The Human Body
CO 5	Widen The Students Understanding About Fashion Art.

## Illustrate the Particulars

1. Practicing by using different types of medium - Pencils, Ink, Charcoal, Brushes, Crayons, Water colours and Poster colours
2. Practicing various dots, lines and shapes.
3. Practicing light and dark shadows.
4. Learning the Fundamental Strokes and Shading techniques.
5. Sketching the Elements of Design for Backdrop- Line, Shape/Form, Colour - Prangs Colour chart, Size and Texture.

6. Sketching the Principles of Design for Backdrop- Balance, Harmony, Emphasis, Proportion and Rhythm.
7. Design- Introduction and types of design, Enlarging and reducing the design or motifs.
8. Sketching different textures- denim, chiffon, velvet, knitted, wool, felt, fur, quilting and lace.
9. Understanding human anatomy and practicing 8 head, 10 head, 12 head theories
10. Practicing face, eye and eyebrow, nose, mouth, ear, lips, hands, arms, feet, legs, hairstyles
11. Practicing stick figures and postures.

### Text Books

- Raviraj. (2007). *Pencil Shading, Basic Techniques*. New Century Book House Pvt Ltd. Chennai..
- Pooja Khurana & Monika Sethi . (2007). *Introduction to Fashion Technology*. Firewall Media Pvt.Ltd NewDelhi.
- RanjanaSinghal and KannakiBharali. (2010). *Fashion Rendering*. Om books Internationals. Noida.

### Reference Books

- PundalikVaze. (2002). *Draw and Paint. I Edition*. Jyotsnaprakashan. Pune.
- Gopal Nandurkar. (2004). *Colour pencil*. Rahul Deshpande. I Edition. JyotsnaPrakashan. Pune.
- BinaAbling, (2005). *Fashion Sketch Book. 4<sup>th</sup> Edition*. Om Books International. New Delhi.
- Steven Stipelman. (2005). *Illustrating Fashion Concept to Creation*. 2<sup>nd</sup> edition. Fairchild publication. Newyork.
- Kathryn Hagen. (2005). *Fashion Illustration for Designer*. Upper saddle river Pearson education. Inc., publication. New Jersey.

### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Select the apparel using color harmony and types of charts.	K1
CO 2	Illustrate the apparel design for elements of designs.	K2
CO 3	Draw fashion figures by understanding body proportions.	K3
CO 4	Drape the desired idea of their design onto the fashion figure.	K4
CO 5	Classify the sketches of clothing items on the human body.	K5
CO 6	Develop an approach towards ideation.	K6



**BASICS OF APPAREL CONSTRUCTION PRACTICAL**  
**UCDR102**

<b>Semester</b>	<b>: I</b>	<b>Credit</b>	<b>: 3</b>
<b>Category</b>	<b>: Major Core Practical - II</b>	<b>Hours/Week</b>	<b>: 4</b>
<b>Class &amp; Major</b>	<b>: I B.Sc Costume Design and Fashion</b>	<b>Total Hours</b>	<b>: 52</b>

**Course Objectives**

<b>CO No.</b>	<b>To enable the students</b>
CO 1	Knowledge about importance of packaging.
CO 2	Explain about the parts and functions of sewing machines and tools used for garment construction.
CO 3	Learn about hems and Fullness.
CO 4	Work atmosphere of fashion and apparel industry
CO 5	Gain Knowledge in Seams and seam Finishes.

1. Introduction of Sewing Operations - Operation of sewing machines, safety measures while using sewing machine, Preparation of fabric for sewing, handling of fabrics-cotton, synthetic, satin, crepe, denim, velvet, stitch length and needle size suitable for different fabrics
2. Prepare samples for Seams - Plain, Single Top Stitch, Double Top Stitch, Welt, Lapped, Slot, Flat Fell, French, Mantua Maker's, Piped Seam.
3. Prepare samples for seam finishes - Edge stitch, Double Stitch, Herringbone. Hems- Seam binding, Rolled or Whipped finish, Shell Edged.
4. Prepare samples for Fullness - Darts - Single Pointed, Double pointed. Tucks - Pin, Piped or Corded, Shell or Scalloped, Cross tucking, Pleats - Knife, Box, Inverted, Kick, Pinch, Cartridge Godets, Flares, Gathering - Hand, Machine, Using elastic, with cord piping. Shirring, ruffle – Single, Double, Circular Ruffle.
5. Prepare samples for Neck finishes - Bias facing, Single Bias binding, French binding.
6. Prepare samples for Plackets - Continuous bound, Two-piece, Zipper, Bound neck, Centre front / back placket.
7. Prepare samples for Yokes - Plain yoke, Yoke with fullness within the yoke, Yoke supporting / releasing fullness.
8. Prepare samples for Fasteners - Button and button holes, Snap fasteners, Hooks and Eyes, Zip.
9. Prepare samples for Sleeves - Various styles of Set – in – Sleeves- Plain, Puff at top / Bottom, Circular and Tulip. Modified armhole Sleeve and Bodice combined - Raglan.

10. Prepare samples for Collars - Peter Pan collar, Full shirt, Chinese, Shawl collar.
11. Prepare samples for Pockets - Patch pocket, Pocket set into a seam and set in pocket.

### Text Books

- Gayatri Verma and Kapil Dev. (2006). *Cutting and Tailoring Course*. Asian Publishers. New Delhi.
- K R Zarapker. (2005). *Zarapker System of Cutting*. Navneet Publications Ltd. New Delhi.
- Sumathi .G. (2005). *Elements of Fashion and Apparel Design II Edition*. New Age International Private Ltd Publications.

### Reference Books

- Thangam Subramaniam. (2006). *Dress Making- Bombay Tailoring and Embroidery College*. Chennai.
- Ruth Sleigh Johnson. (2011). *Practical sewing techniques*. London A& C Black publishers.
- Natalie Bray. (2005). *Dress Fitting*. Om Books International Publication.
- Charlotte Gerlings. (2015). *Anyone can Sew*. Arcturus Publishing.
- Natalie Bray. (2004). *More Dress Pattern Designing*. Om Books International Publication.

### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Define the garment finishing	K1
CO 2	Classify the plackets.	K2
CO 3	Explain about the various components of garment construction and its application	K3
CO 4	Identify the sleeves and collars	K4
CO 5	Construct various forms of Plackets and Pockets	K5
CO 6	Demonstrate the elements for Garment Decoration such as Fullness	K6

# FIBRE AND YARN MANUFACTURING

UCDM201

Semester : II  
Category : Major Core - II  
Class & Major : I B.Sc Costume Design and Fashion

Credit : 1  
Hours/Week : 2  
Total Hours : 26

## Course Objectives

CO No.	To enable the students
CO 1	Knowledge about different fiber, yarns and fabrics along with their properties.
CO 2	Understand fabric structures and their analysis.
CO 3	Learn the properties and manufacturing of different fibers.
CO 4	Evaluate the methods of yarn manufacturing
CO 5	Gain the basic knowledge of textiles

## UNIT I TEXTILE FIBRES

5 Hrs

Introduction to Textile Fibres – Classification of Textile Fibres: Natural fibres – Cotton – Jute – Wool – Silk Fibres – Manufacturing Process – Physical and Chemical Properties of Fibres – Uses of the above fibres.

## UNIT II REGENERATED FIBRES

6 Hrs

Regenerated Cellulose fibre – Viscose, Acetate Rayon – Manufacturing Process – and Chemical Properties of fibres – Uses of the above fibres. Regenerated Protein Fibres – Caesin – Vidral - Ardril. Manufacturing Process – and Chemical Properties of fibres – Uses of the above fibres.

## UNIT III SYNTHETIC FIBRES

5 Hrs

Man-Made fibre – Type of Polymerization Reaction – Wet, Dry, Melt Spinning – Nylon fibre – Polyester fibre – Acrylic fibre – Manufacturing Process – Properties of fibres – Uses of the above fibres – Bicomponent fibres, Miscellaneous fibres. Texturizing – It's Uses

## UNIT IV SPINNING PREPARATORY

5 Hrs

Ginning – Objectives – Types and Working Principle – Mixing and Blending – Blow Room – Objectives of Blow Room — Carding – Objectives – Passage of Material – Drawing – Objectives - Passage – Drafting – Combing- Preparatory for combing– Passage – Combing Machine.

## UNIT V SPINNING

5 Hrs

Roving – Passage of Material through Simplex Machine – Spinning – Passage – Drafting – Rotor Spinning Machine – Assembly winder Doubling – Wet and Dry- TFO – Fancy Yarns – Sewing threads – Manufacturing process– Yarn Faults – Causes and Remedies. Industrial Visit /Internship Mandatory.

### Text Books

- Bernard P. Corbman. (2009) *Textiles Fibre to Fabric*. Mc. Graw Hill International Editions, New York.
- S.P.Mishra.(2005). *A Text Book of Fibre Science and Technology*. New Age International (P) Ltd, New Delhi.

### Reference Books

- Susheela Dantiyagi. (2021). *Fundamentals of Textiles and their Care*. 5<sup>th</sup> edition. Orient Longman Ltd. New Delhi.
- Miles Collins. (2002) *Woolen and Worsted Spinning*. Abhishek Publication. Chandigarh.
- Parul Bhatnagar. (2002) *Elementary Textile*. Abhishek Publication. Chandigarh.
- D. Chakravarthy. P.N.Pandy. (2005). *Silk Worm Crops*. Kurl BhushanNangia. APH Publishing Corporation.
- K.B.Sagadevan. K.S.ShyamBabu. *Fibre Science and Technology, A Complete and Comprehensive and a Perfect Finest Blend of Text Book and Guide*, The Director of Technical Education, Tamil Nadu.
- William & Murphy. (2003). *Elements of fibre science.1<sup>st</sup> edition*. Abishek publications. Chandigarh.
- R.Jeffries. (2004). *Bicomponent fibres*, 1<sup>st</sup> edition. Wood head publishing limited.
- NIIR Board. The complete Technology book on Textile processing with effluents treatment. Asia pacific of industrial research, National institute of industrial research. New Delhi.

### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Understand fibers and their use in different sectors.	K1
CO 2	Understand about yarns and their creative use	K2
CO 3	Identify different kinds of fabrics – composition, weave etc.	K3
CO 4	Learn the properties and manufacturing of different fibers.	K4
CO 5	Evaluate the methods of yarn manufacturing	K5
CO 6	Create garments or other related products.	K6

# **PATTERN MAKING**

**UCDM202**

**Semester : II**

**Category : Major Core- III**

**Class & Major : I B.Sc Costume Design and Fashion**

**Credit : 1**

**Hours/Week : 2**

**Total Hours : 26**

## **Course Objectives**

<b>CO No.</b>	<b>To enable the students</b>
CO 1	Introduce pattern making technique as it is a vital tool in creating garments
CO 2	Understand regarding garment pattern blocks and how they relate to human body.
CO 3	Understand the terms and symbols used for development of any pattern.
CO 4	Explain and acquire knowledge on creation of styles, fitting techniques and pattern alteration
CO 5	Gain knowledge in drafting, draping and flat pattern alteration.

## **UNIT I BODY MEASUREMENTS**

**5 Hrs**

Importance, Preparation for measuring, Girls and Ladies measurements, Boy's and Men's measurements. Standardizing body measurements, Importance, Techniques used. Relative length and girth measurements. Preparation of standardized measurement chart.

## **UNIT II DRAFTING**

**6 Hrs**

Pattern making terminology, Methods of pattern making, Types of paper patterns, Pattern making tools, Steps in drafting Bodice front, Bodice back, Sleeve, Skirt front and back, Collar-one piece peter pan and shirt collar. Dart Manipulation, Technique-Slash and Spread method and Pivotal method. Study of commercial pattern, Merits & Demerits. Preparation of commercial pattern for kids. Fitting – Standards of a good fit, Steps in preparing a blouse for fitting, checking the fit of a blouse.

## **UNIT III DRAPING**

**5 Hrs**

Draping -Definition and Meaning, Need for draping, Importance of Draping Technique, Advantages and Disadvantages, Tools and Equipment used for Draping, Preparation of dress form. Importance of grain, preparation of Muslin Material, straightening, tearing and pressing.

## **UNIT IV GRADING AND PREPARATION OF FABRIC FOR CUTTING**

**5 Hrs**

Grading, Introduction and importance of grading, Manual Grading of basic bodice – front and back, Sleeve, skirt and Collar, Computerized Grading. Basic terms: Grain, Selvedge, On grain, Off Grain, Off Grain Print, With the Grain, Against the Grain, Importance of Grain in Fabric. Cutting -Preparing the Fabric for Cutting, Methods of straightening fabric ends, Methods of straightening fabric grain, shrinking fabrics.

## **UNIT V PATTERN ALTERATION AND LAYOUT**

**5 Hrs**

Importance of altering patterns, Principles for pattern alteration, common pattern alteration in blouse. Pattern layout - Definition, Purpose, Rules in layout, Types of layout and Special layouts. Piecing, transferring pattern markings, \*Stay and Ease stitching.

### Text Books

- Mary Mathews, (1990). *Practical Clothing Construction- Part I and II*, - Cosmic Press. Chennai.
- Helen Joseph Armstrong. (2014). *Pattern Making for Fashion Design*. 5<sup>th</sup> edition. India. Dorling Kindersley.
- GayatriVerma, (2006). *Cutting and Tailoring Course*. Asian publishers. New Delhi.
- GayathriVerma, (2015). *Cutting and Sewing Theory for cutting and sewing dress making (combination Edition for semester I & II)*. Asian Publishers. New Delhi.

### Reference Books

- Helen Joseph-Armstrong. (2006). *Pattern Making for Fashion Design*. Pearson Education Inc.
- Connie Amaden Crawford. (2005). *The Art of Fashion Draping III Edition*. OM Books International.
- Rahul Jewel. (2005). *Encyclopedia of Dress Making*. New Delhi: AP.H Publishing Corporation.
- Hillary Campbell. (2000). *Designing Patterns: A fresh Approach to Pattern Cutting*. Hillary Campbell. Stanley Thornes Publishers Ltd.
- Lori A. Knowles, (2005). *The Practical Guide to Pattern Making for Fashion Designers*. Fair Child, Publications, Inc. New York.

### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Introduce the methods of pattern making and its alternation.	K1
CO 2	Illustrate different designs and styles for Women's wear.	K2
CO 3	Construct and rephrase basic into modify patterns.	K3
CO 4	Examine suitable fabrics, colors and designs for all patterns.	K4
CO 5	Construct the garment as per the pattern and drafting procedure.	K5
CO 6	Gain knowledge in drafting, draping and flat pattern alteration.	K6

## **ADVANCED FASHION ILLUSTRATION**

### **UCDR201**

**Semester : II**  
**Category : Major Core – III Practical**  
**Class & Major : I B.Sc Costume Design and Fashion**

**Credit : 3**  
**Hours/Week : 3**  
**Total Hours : 39**

#### **Course Objectives**

<b>CO No.</b>	<b>To enable the students</b>
CO 1	Know the drawing methods of fashion figures.
CO 2	Draw the sketching methods of different garments and ornaments
CO 3	Learn the basic techniques of sketching.
CO 4	Select the apparel using color harmony and types of charts.
CO 5	Find the human body in proportions relevant to fashion illustration

#### **Illustrate the Particulars**

1. Practicing different types of brush pens, strokes, colour and medium
2. Practicing different accessories for men and women - footwear, hats, bags, goggle and jewellery.
3. Practicing with geometric shapes for human figure drawing and postures.
4. Structuring the human figure using geometric shapes
5. Rendering different textiles including ornamentation - print, embroidery, sequins, lace, trims
6. Sketching different garment components –Necklines, Collars, Sleeves, Skirt and Pants
7. Practicing fashion figures with proportions and dynamic poses
8. Practicing flat sketches for different clothing - gender wise/age group wise
9. Drawing Stick, flesh and Free hand croquis for Boy / Girl, Men / Women.
10. Practicing fullness with any three kid/female/male garments
11. Garment designing with croquis templates for male and female with formal wear and casual wear

### Text Books

- Debra Kauffman Yaun. William Powell. Ken Goldman. Walter Foster. (2012). *Art of Drawing People: Discover simple techniques for drawing a variety of figures and portraits*. Reprint. Walter Foster Pub. USA.
- Liron Yanconsky. (2014). *How to sketch: A Beginner's Guide to Sketching Techniques, Including Step by Step Exercises, Tips and Tricks*. (1<sup>st</sup> ed.,). Create Space Independent Publishing Platform. US.

### Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Select the apparel using color harmony and types of charts.	K1
CO 2	Illustrate the apparel design for elements of designs	K2
CO 3	Classify the sketches of clothing items on the human body	K3
CO 4	Find the human body in proportions relevant to fashion illustration.	K4
CO 5	Select the apparel using color harmony and types of charts	K5
CO 6	Sketch the basic shadings and fashion figures.	K6

## KIDS APPAREL

### UCDR201

**Semester : II**

**Category : Major Core Practical**

**Class &Major : I B.Sc Costume Design and Fashion**

**Credit : 2**

**Hours/Week : 3**

**Total Hours : 39**

### Course Objectives

CO No.	To enable the students
CO 1	Understand the patterns for all kind of designs for kidswear
CO 2	Learn the drafting procedure for children's wear.
CO 3	Suggest suitable fabrics, colors and designs for all patterns.
CO 4	Construct basic and modify pattern techniques.
CO 5	Create different types of patterns for children.



1. Designing, drafting and constructing the following garments with the given features.
2. Construction of the garments based on any theme with specification sheet
3. Material requirements
4. Required measurements – Direct measurement method
5. Cost Calculation of the garment.

### CONSTRUCT THE FOLLOWING GARMENTS:

1. **JUST BORN SET- JABLA, PANTY AND BIB** – with /without sleeve, with opening
2. **HEAD CAP, GLOVES, and BOOTIES** – with elastic /card.
3. **SHRUG** - any type of sleeve, Neckline Variations with or without collar / **PONCHO** with decorative hemline.
4. **ROMPER** - knickers or panty attached, with center front/ back opening, neckline – French binding.
5. **YOKE FROCK** - yoke at chest line, with opening, any type of sleeve, and skirt with fullness, Neckline Variations- shaped and decorative facing with collar.
6. **T-SHIRT** – with / without placket, collar, sleeve- kimono /circular
7. **KNICKER** - elastic waist, side pocket / bound pocket
8. **MIDI** - gathered, layered or pleated skirt
9. **MIDI TOPS** – Variation in neckline, collar - rippled / turtle neck, and sleeve

### Text Books

- Alison Smith, (2009). *The Sewing Book*. Britain: Darling Kindersley Ltd.
- K R Zarakar, (2005). *Zarapkar System of Cutting*, Navneet publications. New Delhi.
- Raul Jewel, (2005). *Encyclopedia of Dress Making*. A.P.H. Publishing Corporation. New Delhi.

### Reference Books

- Gayatri Verma & Kapil Dev. (2005). *Cutting and Tailoring Course* New Delhi :Asian Publishers.
- Bety Hose good. (2003). New Edition, *The Complete Book of Sewing*. London: Dorling Kindersley Limited.
- Pleasant Ville. (2004). *Reader's Digest Sewing Guide Complete Guide for Sewing, 13<sup>th</sup> Edition*. The Reader's Digest Association Inc.

## Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Understand the patterns for all kind of designs for kidswear	K1
CO 2	Illustrate different designs and styles for children's.	K2
CO 3	Construct basic and modified patterns.	K3
CO 4	Examine suitable fabrics, colors and patterns for designs	K4
CO 5	Construct the garment as per the pattern and drafting procedure.	K5
CO 6	Summarize the cost calculation for the garment	K6

## APPAREL MARKETING

UCDA201

Semester : II

Category : Allied - II

Class & Major : I B.Sc Costume Design and Fashion

Credit : 3

Hours/Week : 4

Total Hours : 52

## Course Objectives

CO No.	To enable the students
CO 1	Understand the concepts of marketing
CO 2	Understand the national brands and private labels.
CO 3	Learn about environmental trends
CO 4	Expose export marketing and documentation.
CO 5	Gain knowledge about marketing, merchandising, presentation and export marketing.

### UNIT-I: MARKETING

13 Hrs

Marketing concepts -definition, apparel and fashion. Marketing - planning, apparel market, environment - micro and macro marketing, environment trends. Apparel market and segments.

### UNIT-II: CONSUMER BEHAVIOUR IN APPAREL AND FASHION MARKET 13 Hrs

Consumer behavior in apparel and fashion market-fashion buyer-decision making-Psychological and sociological aspects- Product planning and development of new product. Apparel and fashion market practices and procedures.

**UNIT-III: DIGITAL MARKETING****13 Hrs**

Digital-Introduction, Digital marketing-Definition and Function, Classifications of digital marketing.

E-Marketing definition, Types of E- marketing- E-mail marketing, Social media marketing, Video marketing, Article marketing, Affiliate marketing, Advantages of E-marketing, Efficiency of E- marketing.

**UNIT-IV: EXPORT MARKETING****13 Hrs**

Export marketing- Introduction, Features, Distinguish between Domestic & International marketing, Buyer's online portals- Introduction ,Online portals used for Indian exports business, Export terms, Export pricing, Export costing. Advantages of exports in Indian economy( Textile industry) .

**UNIT-IV: EXPORT DOCUMENTATION****13 Hrs**

Regional trade documents, Foreign Trade Documents, Regulatory Documents, Commercial Documents # Letter of Credit Contract Terms and Export Documents,Nature of Foreign Exchange market, Cost differences, Trade and Tariffs.

**Text Books**

- Jeevanandam.C. (2005). *Foreign Trade.*( 1<sup>st</sup> Ed.,) Sultan Chand and Sons. New Delhi.
- Joshi.P. (2006). *Apparel and Textile Exports.* CBS Publishers. New Delhi.
- Philip Kotler & Armstrong. (2015). *Marketing Management.* Pearson Prentice Hall.
- Alan Charlesworth. (1996). *Digital Marketing A Practical Approach.* (3<sup>rd</sup> ed.,)UK.
- BalagopalTAS. (2005). *Export Marketing.* Himalayan Publishing House.

**Reference Books**

- Francis Cherunilam.(2007). *International Trade and Export Management.* HPH, Govt.of India's Foreign Trade Policy.
- George.E.Belch. Michael.B.Belch. (1995). *Introduction To Advertising And Promotion- An Intergrated Marketing Communication Prespective.* Richard. Irwin. inc. 1995.
- Aron Levin. (2020). *Influencer marketing for Brands What Youtube and Instagram can teach you about the future of Digital marketing.* Sweden.

**Course Outcomes**

CO No.	The student will be able to	Cognitive Level
CO 1	Understand the apparel market and environment.	K1
CO 2	Describe the apparel market and environment.	K2
CO 3	Formulate the promotional strategies.	K3
CO 4	Collect export marketing and documentation.	K4
CO 5	Analyze the target market and manage the marketing mix.	K5
CO 6	Create the new directions for marketing.	K6

## SURFACE EMBELLISHMENT

### UCDR203

**Semester : II**  
**Category : Allied Practical – I**  
**Class & Major : I B.Sc Costume Design and Fashion**

**Credit : 3**  
**Hours/Week : 3**  
**Total Hours : 39**

#### Course Objectives

CO No.	To enable the students
CO 1	Introduce various techniques of fabric manufacturing.
CO 2	Understand the different types of embroidery stitches.
CO 3	Manipulate the basic techniques in order to enhance the fabric surface.
CO 4	Trace a design and convert to fabric.
CO 5	Develop Creative Samples to work as a Surface Designer in Fashion Industry

#### Illustrate the Particulars

1. Introduction and origin of embroidery - general rules for hand embroidery.
2. Selection of needle, threads and fabrics for embroidery.
3. Development on basic temporary and permanent hand stitches used for various garments.
4. Practice of hand embroidery stitches- running, couching, button hole, satin, long & short, wheat, chain, stem, herringbone, cross stitch, knotted stitches, fish bone etc.
5. Practice Indian traditional embroideries – Phulkari, Kasuti, Kashmiri embroidery, kutch work, chikkankari, kantha, tribal embroideries- stitches, designs, colors and materials used.
6. Development of design/motif/ to the garments through fabric painting
7. Developments of motif and logo using hand embroideries/paintings
8. Design and development of theme based pillow /cushion /bolster cover using hand embroidery.
9. Create a product using cut work/ drawn thread work.
10. Develop tassel, pompom in the saree.

#### Text Books

- Carne Griffiths. (2019). *The Organic Painter: Learn to paint with tea, coffee, embroidery, flame, and more: Explore Unusual Materials and Playful Techniques to Expand your Creative Practice*. Quarry Books.
- Joan Nicholson. (2011). *Contemporary Embroidery Design*.

## Course Outcomes

CO No.	The student will be able to	Cognitive Level
CO 1	Understand the different types of embroidery stitches.	K1
CO 2	Understand the stitches create by hand	K2
CO 3	Understand how to trace a design and convert to fabric.	K3
CO 4	Acquire practical knowledge in advance and surface embroidery.	K4
CO 5	Make creative designs in embroidery and prepare dresses by using those embroidery stitche	K5
CO 6	Elaborate the techniques of create the different stitch with hand.	K6

## III & IV Evaluation Components of CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
I	Major Core I	UCDM101	Fundamentals of Fashion Design	Assignment	Seminar
	Allied - I	UCDA101	Indian Costumes and Textiles	Assignment	Seminar
	Major Core Practical - I	UCDR101	Fashion Illustration Practical	Exhibits	Exhibits
	Major Core Practical - II	UCDA102	Basics of apparel Construction Practical	Exhibits	Exhibits
II	Major Core II	UCDM201	Fibre and Yarn Manufacturing	Assignment	Seminar
	Major Core III	UCDM202	Pattern Making	Assignment	Seminar
	Major Core Practical III	UCDR201	Advance Fashion Illustration	Exhibits	Exhibits
	Major Core Practical IV	UCDR202	Kids Apparel	Exhibits	Exhibits
	Allied -II	UCDA201	Apparel Marketing	Assignment	Seminar
	Allied – II Practical	UCDR203	Surface Embellishment	Exhibits	Exhibits